

President & CEO's Report Calendar Year 2019

**DOUGLAS GREENAWAY,
PRESIDENT & CEO,
NATIONAL WIC ASSOCIATION**



NWA Success Highlights

- **NWA secured a 50% increase in Breastfeeding Peer Counselor funding in the FY 2020 appropriations bill.**
- **NWA guided the WIC community in COVID-19 response, including advocacy to secure USDA waiver authority, sustain flexibilities for state WIC agencies, and ensure adequate program funding.**

NWA Success Highlights

- Introduced *Launching New Digital Tools for WIC Participants* toolkit (collaborative project with Center on Budget and Policy Priorities and Alluma) published in February 2019
 - Hosted first *WIC and Retail Partners Summit* in September 2019
 - Hosted collaborative webinar series in Fall 2019 with California WIC Association focused on four topic areas related to WIC innovation
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Government Affairs Successes

- **NWA secured bipartisan, bicameral support for the WIC Act – legislation to expand access for WIC services by extending eligibility and certification periods.**
- **NWA helped introduce two other pieces of WIC legislation – the CARE for Families Act, which would fund local agency projects to enhance referral networks, and the Supporting Healthy Outcomes for Mothers and Infants Act, which would require USDA to develop opioid-related nutrition education materials.**

Government Affairs Successes

- **NWA rolled out a Child Nutrition Reauthorization agenda and helped build greater support for key WIC priorities – including an online purchasing pilot, expanded breastfeeding support services, rollover of benefits, and inclusion of Head Start in adjunctive eligibility.**
- **NWA submitted various regulatory comments to ensure continued access to nutrition programs, including opposing new limits to access SNAP and school meals programs and raising concerns with efforts to redefine the federal poverty level.**

Government Affairs Successes

- **NWA continued to protect immigrant access to WIC, ensuring that WIC was not included in the final public charge rule issued in August 2019 and joining amicus briefs opposing implementation of the final public charge rule.**
- **NWA continued to build grassroots advocacy capacity by strengthening the State WIC Associations Workgroup and hosting an in-person convening of representatives from 11 states in September 2019.**

Health Equity Successes

INFANT AND MATERNAL MORTALITY

- **NWA in the States – Exploring WIC’s role in addressing infant and maternal mortality through field convening and listening sessions in New Jersey, Puerto Rico, USVI, Ohio, Mississippi, and engagement with ITOs**
- **Task Forces**

Health Equity Successes

INFANT AND MATERNAL MORTALITY – Continued

- **Alliance for Innovation on Maternal Health (AIM) – National coalition of clinicians and public health partners to address the maternal mortality crisis disproportionately impacts Black mothers.**
- **Maternal mortality concurrent session at Washington Leadership Conference and a general session at Annual Conference**

Health Equity Successes

- **CULTURAL HUMILITY GENERAL SESSION AT OUR 2019 ANNUAL CONFERENCE FACILITATED BY DR. JANN MURRAY-GARCIA FROM THE BETTY IRENE MOORE SCHOOL OF NURSING AT UC DAVIS**
- **FINALIZED THE WIC VOICE GUIDE & POSTED ON THE NWA WEBSITE TO PROMOTE STORYTELLING IN THE WIC COMMUNITY**



Health Equity Successes

NWA STAFF ALSO ENGAGED IN NUMEROUS INTERNAL HEALTH EQUITY KNOWLEDGE-BUILDING ACTIVITIES

- A racial wealth gap learning simulation at our staff retreat
 - Quarterly lunch and learns in the NWA office
 - EDI prompts in the weekly staff newsletter
 - Dedicated technical assistance from a team of health equity experts (provided in affiliation with our CREW grant from RWJF)

**OTHER: MILITARY FAMILY ADVISORY NETWORK,
INCLUSION OF DADS IN WIC TASK FORCE,
AND LGBTQ NATIONAL ANTI-POVERTY
ACTION NETWORK**

Social Media Successes

- High-profile Twitter followers: Rep. Deb Haaland, Rep. Judy Chu, Rep. Alma Adams, Rep. Robin Kelly, March of Dimes
- Total social media follower growth: 19,265
- Started an Instagram account in April 2019.
 - Follower growth:
Facebook: 11.3% (14,000-15,576)
Twitter: 9.7% (2,400-2,632)
Instagram: 500
(from April to the end of the year)

National Recruitment & Retention Campaign

CAMPAIGN OBJECTIVES

- Increasing enrollment of WIC eligible moms
 - Retaining moms and children in WIC
- Increasing the positive perception of WIC
 - Creating national brand recognition

CAMPAIGN TOOLS

- Signupwic.com
- Digital & Social Media
 - Print Magazines
- Point of Care Literature
- Social Influencers: The “Mom Squad”

National Recruitment & Retention Campaign

CAMPAIGN SUCCESSES

- 56 out of 89 State agencies participating, including 37 geographic states, 15 ITOs, and 4 territories
- Over 400,000 visits to www.signupwic.com in 2019, and nearly 2 million visits from 2016-2019
- Google and Facebook were both in the top five drivers to signupwic.com
- Foundry 360 created national Facebook and Instagram pages for the campaign in 2019: www.facebook.com/wicyougotthis and www.instagram.com/wicyougotthis
 - 3,545 pediatrician and OB-GYN offices received
- Mom Strong and All About WIC brochures in 2019. A total of 1,033,054 brochures were distributed.

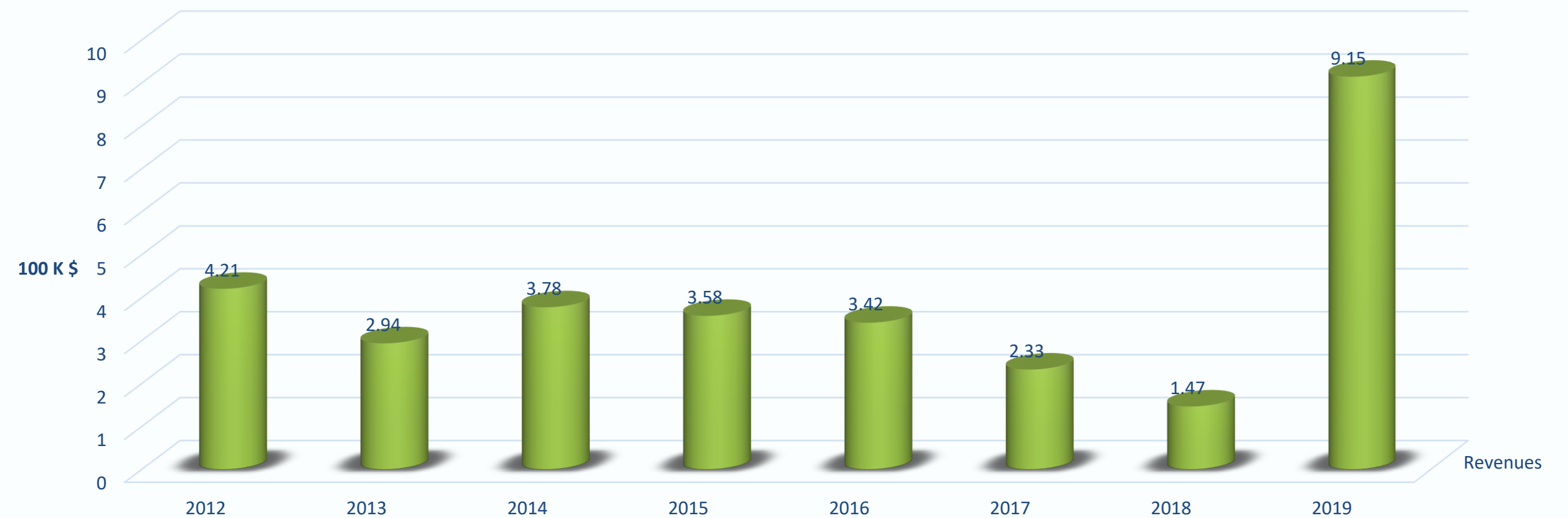
Grant Successes

- *Robert Wood Johnson Foundation* CREW Project – Building capacity for smaller agencies to drive WIC innovation and tackle recruitment and retention issues
- NWA received over \$647,000 from the *Walmart Foundation* for an 18-month grant aimed at Advancing Health Equity to Achieve Diversity & Inclusion (AHEAD) in WIC. The project focuses on internal organizational development around EDI issues at NWA and systematically building capacity within the larger WIC community to incorporate a health equity framework into WIC research, policy, and practice.
- NWA in the States funded by the *Packard Foundation*

NWA Membership



NWA Outreach Products



NWA Business Council Partner & Sustaining Memberships

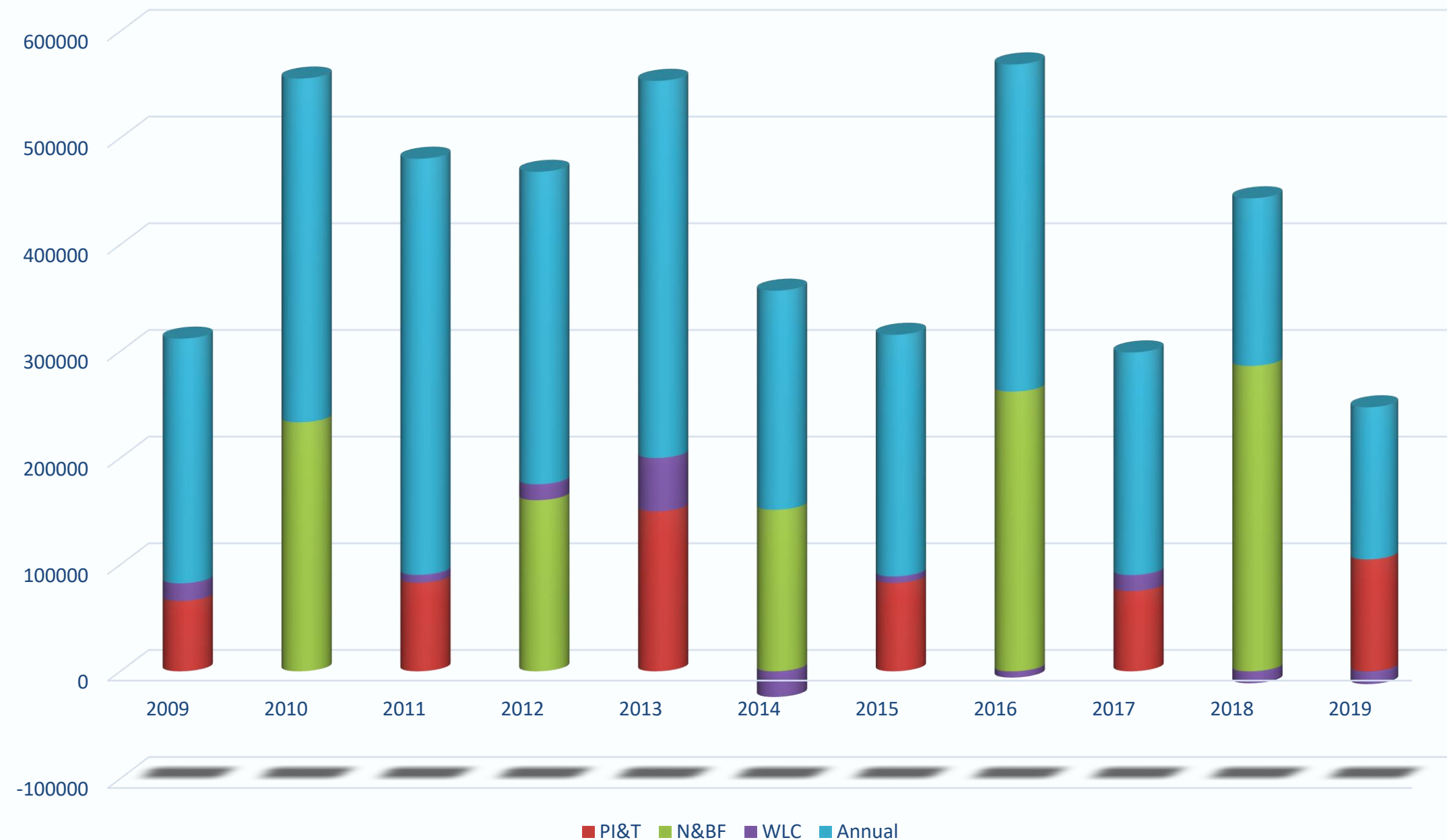


NWA Business Council Partners



NWA Education Conference Net Revenues

– WLC, PI&T, N&BF, AC - 2500+ Attendees in 2019



COVID-19 Work

- **The WIC & COVID-19 Messaging Toolkit provides agencies with WIC community-driven messaging to provide both current participants and eligible families with accurate, up-to-date information.**
- **NWA created twelve COVID-19 Working Groups with various WIC-related focuses including breastfeeding support, communications and outreach, food package changes, MIS data information management, and online certification. These groups provide a platform for WIC stakeholders to share information and ideas.**
- **COVID-19 Response Fund helps NWA reach newly eligible people, support agency staff, and ensure that families across the country receive the help they need.**

Antiracism Work

AS PART OF BROADER EFFORTS TO CREATE A MORE EQUITABLE SOCIETY,
NWA HAS TAKEN THE FOLLOWING STEPS:

- NWA has joined a chorus of other organizations – led by the Leadership Conference on Civil and Human Rights – to call for federal statutory reforms that will address police accountability and use of force.
- NWA continues to advocate for critical legislation – including [the Momnibus](#) championed by Sen. Kamala Harris (D-CA) and Reps. Lauren Underwood (D-IL) and Alma Adams (D-NC) – that addresses disparities in Black maternal health. These proposals include specific provisions that will incentivize diversification of the WIC workforce and provide implicit bias training to current WIC staff.

Antiracism Work – cont'd

- **NWA actively participates in the Alliance for Innovation on Maternal Health (AIM) & AIM-Community Care Initiative to promote safe maternal care for every US birth and to support the development and implementation of non-hospital focused maternal safety bundles within community-based organizations and outpatient clinical settings across the United States.**
- **NWA formalized its commitment to health equity in December 2019 and received more than \$647,000 from the Walmart Foundation to Advance Health Equity to Achieve Diversity and Inclusion (AHEAD) in WIC. Over the next 18 months, NWA will be working with seven Health Equity Champions from the WIC community to identify promising practices for prioritizing health equity in WIC.**

Antiracism Work – cont'd

- **NWA convened a task force focusing on maternal mortality that will soon publish a position paper with its findings and recommendations for WIC.**
- **NWA convened a task force focusing on infant mortality that will also publish a paper of findings and recommendations for WIC.**



GRATITUDE

NWA Executive Committee

- Beth Beachy, Chair
- Berry Kelly, Chair-Elect
- Rita Arni, Chair Emeritus
- Melinda Morris, Treasurer
- Barbara Riley, Secretary

NWA Board of Directors

GRATITUDE

**Darlana Birch, Senior Public Health Nutritionist;
Whitney Carlson, Marketing Communications Manager;
Chandra Champion, Conference and Events Manager;
Brian Dittmeier, Esq., Senior Public Policy Counsel;
Elisabet Eppes, Director of Program Innovation;
DuWvaughn P. Francois, Accounting and Office Manager; *In loving memory*
Emily Gilcher, Education and Membership Engagement Manager;
Quinney Harris, Director of Health Equity and Community Partnerships;
Noora Kanfash, State Public Policy Association;
Georgia Machell, Senior Director of Research and Program Operations;
Natalie Moran, Media Communications Manager;
Kay Ogundiran, Administrative Support Associate;
Cecilia Richardson, Vice President, Nutrition Programs & Administration.**